

# GHANA NATIONAL VOTER PREFERENCE AND ELECTORAL BEHAVIOUR SURVEY 2026

## National Analytical Report



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Africa Policy Lens (APL)

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# Executive Summary

The Africa Policy Lens (APL) National Voter Perception Poll was conducted between 23 and 30 May 2026 to assess public opinion regarding political preferences, electoral participation, economic conditions, and perceptions of the overall direction of Ghana. The survey obtained 6,483 valid responses from eligible voters across all sixteen regions of Ghana through a nationwide SMS polling platform.

The findings indicate that the New Patriotic Party (NPP) currently enjoys a measurable advantage in national vote intention, securing 48.8% support compared to 37.6% for the National Democratic Congress (NDC). The analysis further reveals exceptionally high NPP voter retention, significant levels of economic anxiety, notable regional variation in political preferences, and substantial electoral fluidity among younger voters.

Statistical modelling indicates that perceptions of national direction and economic wellbeing exert substantially greater influence on political preferences than most demographic characteristics. Respondents who believe Ghana is moving in the right direction are more than eleven times more likely to support the NDC than otherwise similar respondents, while respondents reporting substantial improvements in their personal economic circumstances are more than eight times more likely to do so. Conversely, economic dissatisfaction and pessimism regarding national direction are strongly associated with support for the NPP.

The findings should be interpreted as a snapshot of public opinion among survey respondents during the period of data collection. While the survey employed a structured invitation strategy based on regional voter distribution, participation was voluntary and the final dataset reflects respondents who elected to complete the survey. Consequently, the results provide valuable insights into contemporary political attitudes, voter behaviour, economic sentiment, and electoral dynamics, while also highlighting broader patterns that warrant continued monitoring in future rounds of the APL polling programme.

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**VOTE**



ELECTORAL COMMISSION  
GHANA

One:

## Introduction

The Africa Policy Lens (APL) National Voter Perception Poll was conducted between 23 and 30 May 2026 to assess public opinion regarding political preferences, electoral participation, economic conditions, and the overall direction of Ghana. The survey was implemented through a nationwide SMS polling platform and reached eligible voters across all sixteen regions of Ghana. A total of 6,483 valid responses were obtained and used for the analysis.

The survey forms part of APL's broader objective of generating evidence-based civic intelligence to inform public discourse, policy formulation, democratic accountability, and electoral analysis. Beyond measuring current vote intention, the survey explored voter loyalty, issue priorities, economic sentiment, turnout propensity, and perceptions regarding Ghana's development trajectory.

The findings provide a snapshot of public opinion during the survey period and should not be interpreted as predictions of future electoral outcomes.



# Methodology

## Survey Design

The National Voter Perception Poll sought to capture public opinion regarding political preferences, electoral participation, economic conditions, and perceptions of national development. The sampling strategy was designed to ensure national coverage across all sixteen regions of Ghana. Survey invitations were distributed proportionally based on the regional distribution of registered voters as reflected in the national voter register. Invitations were also distributed across both male and female voters to ensure broad demographic coverage.

Participation in the survey was entirely voluntary. Respondents were free to decide whether or not to complete the questionnaire. Consequently, the final analytical dataset reflects individuals who chose to participate rather than all individuals who received survey invitations. A total of 6,483 valid responses were received and retained for analysis.

## Variables Examined

The survey collected information on:

- Region of residence
- Gender
- Age group
- Educational attainment
- Voting behaviour in the 2024 election
- Current vote intention
- Most important national issue
- Perceptions of national direction

- Personal economic wellbeing
- Economic satisfaction
- Likelihood of voting

## Analytical Framework

The analysis followed the Africa Policy Lens Analytical Framework and Reporting Structure. Five complementary analytical approaches were employed:

- Descriptive Analysis
- Comparative Analysis
- Electoral Swing Analysis
- Index Construction
- Predictive Modelling

Descriptive statistics, cross-tabulations, chi-square tests, binary logistic regression, multinomial logistic regression, and ordered logistic regression techniques were employed to identify patterns and predictors of political behaviour. All analyses were conducted using Stata 17.

## Survey Quality and Interpretation Note

The survey was implemented using a voluntary-response SMS methodology. While invitations were distributed using a structured sampling approach based on the voter register and proportional regional allocation, participation ultimately depended on respondents' willingness to engage with the survey.

As with many mobile-phone and online surveys, differential response rates may occur across demographic groups.

Consequently, the final respondent profile may differ from the original invitation frame. The findings should therefore be interpreted as reflecting the views and experiences of survey respondents during the data collection period.

Importantly, the survey's principal analytical value lies not only in estimating headline vote shares but also in identifying relationships between political attitudes, economic perceptions, voter loyalty, turnout intentions,

and demographic characteristics. These relationships provide important insights into the factors shaping electoral behaviour and public opinion in Ghana. Future iterations of the survey may incorporate post-stratification weighting procedures to further align respondent characteristics with national demographic benchmarks.

## Three:

# National Vote Intention Tracker

The findings indicate that the NPP currently enjoys a measurable advantage in national vote intention. Nearly one-half of respondents indicate support for the NPP compared with slightly more than one-third who support the NDC. The results suggest an 11.2 percentage-point lead for the NPP nationally (Figure 1).

Despite this lead, the electoral environment remains competitive. The NDC retains support from more than one-third of respondents, while approximately one in every twelve voters remains undecided.

The multinomial regression analysis further indicates that support for the two major parties is strongly associated with perceptions of national direction, economic satisfaction, personal wellbeing, and turnout

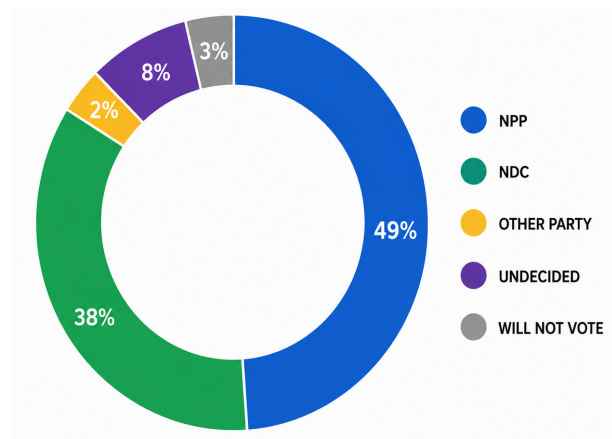
propensity. Current vote intention therefore reflects both partisan loyalties and broader evaluations of governance and economic performance.

The regression evidence reinforces these findings. Support for both major parties is strongly associated with perceptions of national direction, economic satisfaction, personal wellbeing, and turnout propensity. Citizens expressing positive evaluations of national conditions and economic circumstances are substantially more likely to support the NDC, whereas dissatisfaction with economic conditions and pessimism regarding national direction are strongly associated with support for the NPP

## Key Implications

- NPP currently holds a national advantage.
- NDC remains electorally competitive.
- Undecided voters remain strategically important.
- Economic and governance evaluations strongly influence vote choice.

Figure 1: National Vote Intention



## Four:

# Gender and Electoral Preferences

Gender emerges as one of the most important demographic cleavages in the survey. Male respondents display substantially stronger support for the NPP, while female respondents are more likely to support the NDC (Table 1).

Women are also significantly more likely to remain undecided. This suggests that female voters constitute one of the most electorally fluid and potentially influential segments of the electorate.

The logistic regression confirms that gender remains statistically significant even after controlling for region, age, education, economic satisfaction, personal wellbeing, and perceptions of national direction.

## Key Implications

- Female voters represent a critical swing constituency.
- NDC currently performs better among women.
- NPP performs more strongly among men.
- Gender-sensitive policy messaging may shape future outcomes.

**Table 1: Current Vote Intention by Gender (%)**

Gender	NDC	NPP	Other	Undecided	Will Not Vote
Female	44.0	32.4	2.3	14.4	6.9
Male	36.7	51.0	1.7	7.5	3.1

$\chi^2(4)=127.36, p<0.001$

## Five:

# Education-Based Political Analysis

Unlike gender and regional location, educational attainment (Table 2) does not appear to significantly influence vote choice ( $\chi^2(16)=16.03, p=0.451$ ). Political preferences are distributed relatively evenly across educational categories.

The findings suggest that broader political and economic factors exert stronger influence on electoral behaviour than educational attainment.

## Key Implications

- Education is not a major predictor of vote choice.
- Political support cuts across educational groups.
- Economic and governance factors appear more influential.

**Table 2: Vote Intention by Education (%)**

Education	NDC	NPP	Undecided
No Formal Education	29.0	61.3	6.5
JHS	41.9	47.4	5.1
SHS/Technical	39.8	45.1	9.2
Tertiary	37.0	49.5	8.3

$\chi^2(16)=16.03, p=0.451$

## Six:

# Regional Political Landscape

Regional variation remains a defining feature of Ghanaian electoral politics. The NPP maintains particularly strong support in Ahafo, North East, Eastern, Bono East and Bono Regions, while the NDC remains strongest in Volta, Upper East, Upper West, Savannah and Greater Accra Regions.

These findings reinforce the persistence of regional political alignments, although emerging shifts suggest increasing competition in some regions.

## Key Implications

- Regional identity remains politically important.
- Traditional strongholds remain influential.
- Several regions are becoming increasingly competitive.

## Seven:

# Electoral Swing Analysis

The swing analysis provides the clearest indication of current electoral momentum. The NPP demonstrates exceptionally high voter loyalty (Table 3). Approximately nine in ten respondents who voted NPP in 2024 indicate they would vote NPP again. In contrast, NDC loyalty stands at 77.9%, with more than one in ten former NDC supporters now indicating support for the NPP.

The asymmetrical movement of voters suggests that the NPP's current advantage is driven both by strong voter retention and gains among former NDC supporters. Regression analysis further confirms that partisan attachment remains one of the strongest predictors of current vote intention.

## Key Implications

- NPP exhibits exceptionally strong voter retention.
- NDC faces a voter retention challenge.
- Electoral momentum currently favours the NPP.

**Table 3:** Electoral Loyalty and Defection Rates (%)

Previous Vote	Current NDC	Current NPP	Undecided
NDC	77.9	11.4	8.1
NPP	3.2	90.1	4.2

## Eight:

# Regional Political Momentum Index (RPMI)

The RPMI highlights important changes in support since the 2024 election. The most notable pattern is the decline in NDC support across several regions rather than dramatic nationwide expansion of NPP support.

The largest declines in NDC support occur in Bono East, Savannah, Northern, Oti and Western Regions. The findings suggest growing electoral fluidity and indicate that dissatisfaction among segments of the NDC support base may be reshaping the electoral landscape.

### Key Implications

- NDC support is weakening in several regions.
- NPP gains are concentrated rather than universal.
- Regional electoral competition remains dynamic.

## Nine:

# Economic Anxiety Index

Economic concerns dominate public opinion. The Economic Anxiety Index records a national mean of 4.11 on a five-point scale, indicating widespread concern regarding employment, cost of living, household finances, and broader economic conditions.

The regression analyses provide particularly strong evidence regarding the importance of economic evaluations. Respondents reporting substantial improvements in personal economic wellbeing were more than eight times more likely to support the NDC (OR = 8.23,  $p < 0.001$ ), while respondents expressing the highest levels of economic satisfaction were nearly seven times more likely to support the party (OR = 6.86,  $p < 0.001$ ). Conversely, economic

dissatisfaction significantly increased the likelihood of supporting the NPP, remaining undecided, or abstaining from electoral participation. These findings confirm that economic perceptions remain among the most powerful determinants of political behaviour in Ghana.

## Key Implications

- Economic concerns remain the dominant voter issue.
- Regional differences in economic anxiety are evident.
- Economic performance is likely to shape future electoral outcomes.

## Ten:

# Youth Political Sentiment

Young voters emerge as the most politically fluid segment of the electorate. Gen Z respondents (18-24 years) exhibit the highest levels of indecision and the weakest partisan attachments. Nearly one in five young voters remains undecided. This suggests that younger voters represent an important battleground constituency capable of influencing future electoral

outcomes. The findings also indicate that younger voters are particularly concerned about employment opportunities, economic mobility, and future prospects.

## Key Implications

- Youth voters remain highly competitive electoral territory.
- Partisan loyalties are weaker among younger citizens.
- Employment and opportunity remain dominant youth concerns.

## Eleven:

# Turnout Propensity

The survey indicates generally high levels of intended electoral participation. Turnout propensity increases consistently with age, indicating that older citizens remain the most reliable participants in Ghana's electoral process.

The statistical models demonstrate that turnout propensity is closely linked to political preferences and perceptions of national conditions. The ordered logistic regression indicates that NPP supporters exhibit significantly stronger turnout intentions than supporters of smaller parties, undecided respondents, and individuals indicating that they would not vote. Respondents who believe Ghana is moving in the right direction ( $\beta = 0.974$ ,  $p < 0.001$ ) and those expressing the highest levels of economic satisfaction ( $\beta = 1.972$ ,  $p < 0.001$ ) are substantially more likely to report certainty regarding electoral participation. Conversely, undecided respondents and those indicating they would not vote display significantly lower turnout propensity (Figure 2).

## Key Implications

- Overall turnout is likely to remain relatively high.
- Older voters remain the most dependable voting bloc.
- Youth participation remains a mobilisation challenge

**Figure 2: Average Turnout Propensity by Age**



## Twelve:

# National Mood Index

The National Mood Index suggests a cautiously optimistic public mood. Although more respondents believe Ghana is moving in the right direction than in the wrong direction, the margin remains narrow Figure 3.

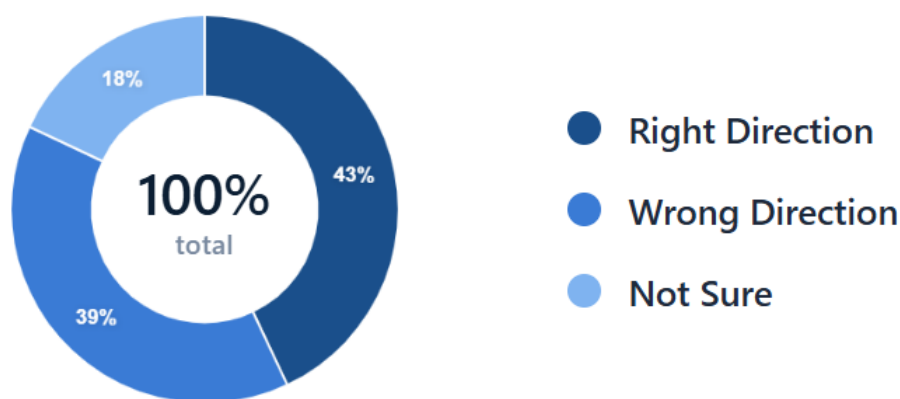
Importantly, perceptions of national direction emerge as one of the strongest predictors in both the logistic and multinomial regression models. Citizens' evaluations of national performance significantly influence political preferences, turnout intentions, and overall political engagement.

The coexistence of a positive National Mood Index and a high Economic Anxiety Index suggests that while citizens remain hopeful about Ghana's future, they continue to experience significant economic concerns.

## Key Implications

- Public sentiment remains cautiously optimistic.
- Confidence in national direction strongly influences political behaviour.
- Economic concerns continue to constrain public optimism.

**Figure 3: National Mood Indicators**



National Mood Index = +3.73

## Thirteen:

# Technical Insights from Statistical Models

### 13.1 Determinants of NDC versus NPP Support

The binary logistic regression model examined the factors associated with support for the NDC relative to the NPP. The model demonstrates exceptionally strong explanatory power, explaining approximately 77% of variation in political preference (Table 4).

The model demonstrates exceptional explanatory power (Pseudo  $R^2 = 0.774$ ; Wald  $\chi^2 = 1,394.69$ ;  $p < 0.001$ ), indicating that the included variables explain a substantial proportion of variation in support for the NDC relative to the NPP. Among all variables examined, perceptions of national direction

emerged as the strongest predictor of political preference. Respondents who believed Ghana was moving in the right direction were approximately 11.5 times more likely to support the NDC (OR = 11.52,  $p < 0.001$ ), while respondents who believed the country was moving in the wrong direction were approximately 80 percent less likely to support the NDC (OR = 0.20,  $p < 0.001$ ).

Personal economic wellbeing also exerted a powerful influence. Respondents who reported being much better off economically than two years ago were more than eight times more likely to support the NDC (OR = 8.23,  $p < 0.001$ ), while those reporting improved economic circumstances

generally exhibited substantially stronger support for the party (Table 5). Economic satisfaction emerged as another major determinant. Respondents expressing the highest levels of economic satisfaction were nearly seven times more likely to support the NDC (OR = 6.86,  $p < 0.001$ ), while dissatisfaction significantly reduced support. Gender remained statistically significant after controlling for economic and political factors. Male respondents were approximately 60 percent less likely than female respondents to support the NDC (OR = 0.40,  $p < 0.001$ ).

These findings indicate that political preferences are shaped primarily by citizens' evaluations of economic performance and national direction rather than demographic characteristics alone.

**Table 4: Model Performance**

Indicator	Value
Observations	5,599
Wald $\chi^2$	1,394.69
p-value	<0.001
Pseudo R <sup>2</sup>	0.774

**Table 5: Key Marginal Effects**

Variable	Marginal Effect
Right Direction	+24.6 percentage points
Wrong Direction	-16.0 percentage points
Much Better Off	+13.5 percentage points
Somewhat Better Off	+8.7 percentage points
Very Satisfied Economy	+14.5 percentage points
Very Dissatisfied Economy	-18.1 percentage points
Male	-3.8 percentage points
Higher Turnout Propensity	-2.4 percentage points

## 13.2 Determinants of Current Vote Intention

The multinomial logistic regression model was estimated to identify factors associated with support for the NPP, smaller parties, indecision, and abstention relative to support for the NDC. The multinomial logistic regression model demonstrates substantial explanatory power (Pseudo R<sup>2</sup> = 0.571; Wald  $\chi^2 = 17,787.59$ ;  $p < 0.001$ ) and provides important insights into the characteristics of supporters of the major parties, undecided voters, and non-voters.

Compared with NDC supporters, NPP supporters are significantly more likely to be male ( $\beta = 0.822$ ,  $p < 0.001$ ), more likely to believe Ghana is moving in the wrong direction ( $\beta = 1.445$ ,  $p < 0.001$ ), and more likely to express dissatisfaction with economic conditions. NPP supporters also exhibit significantly stronger turnout intentions ( $\beta = 0.633$ ,  $p < 0.001$ ).

Undecided voters display a distinct profile. They are significantly more likely to report economic dissatisfaction, less likely to report improvements in personal wellbeing, and substantially less likely to express strong turnout intentions ( $\beta = -0.662$ ,  $p < 0.001$ ). These findings suggest that

undecided voters are concentrated among citizens experiencing economic uncertainty and weaker political engagement.

The model further indicates that economic dissatisfaction increases the likelihood of abstention, while positive evaluations of personal wellbeing and national conditions reduce the likelihood of opting out of the electoral process.

## Key Insight

- The undecided electorate appears to be driven more by economic uncertainty than by demographic characteristics.

**Table 6: Model Performance**

Indicator	Value
Observations	6,483
Wald $\chi^2$	17,787.59
p-value	<0.001
Pseudo R <sup>2</sup>	0.571

## 13.3 Determinants of Electoral Participation

The ordered logistic regression model examined factors associated with turnout propensity among survey respondents. Based on 6,483 observations, the findings indicate that political attachment, perceptions of national direction, economic satisfaction, and age are among the strongest predictors of electoral participation.

Compared with supporters of smaller parties, undecided respondents, and those indicating they would not vote, NPP supporters exhibit significantly stronger turnout intentions ( $\beta = 1.272, p < 0.001$ ).

Respondents who believe Ghana is moving in the right direction are substantially

more likely to report certainty regarding electoral participation ( $\beta = 0.974, p < 0.001$ ), while those expressing the highest levels of economic satisfaction also display significantly stronger turnout intentions ( $\beta = 1.972, p < 0.001$ ).

Age remains an important determinant of participation. Respondents aged 45 years and above exhibit significantly higher turnout propensity than younger respondents, reinforcing descriptive findings that older citizens remain the most dependable voting bloc.

Overall, the findings suggest that electoral participation is driven by a combination of political engagement, economic confidence, and positive evaluations of national conditions.

## Key Insight

- Electoral participation in Ghana appears to be driven by a combination of political engagement and economic optimism.

**Table 7: Model Performance**

Indicator	Value
Observations	6,483
Significant Predictors	Age, Vote Intention, National Direction, Economic Satisfaction
p-value	<0.001

# Strategic Insights for Political Stakeholders

## For Political Parties

- Undecided voters are primarily motivated by economic concerns.
- Youth voters remain highly persuadable.
- Female voters represent a critical swing constituency.
- Voter retention is a more significant challenge for the NDC than voter acquisition.

## For Policymakers

- Economic sentiment remains the dominant determinant of political

attitudes.

- Employment and cost-of-living concerns continue to shape public opinion.
- Regional disparities in economic anxiety warrant targeted policy responses.

## For Electoral Stakeholders

- Turnout remains high overall but youth participation remains comparatively weaker.
- Electoral confidence is closely tied to perceptions of national performance.

## Fifteen:

# Conclusion

The findings indicate that the NPP currently maintains a measurable advantage in national vote intention and enjoys substantially stronger voter loyalty than the NDC.

Economic concerns remain the dominant issue shaping political attitudes, while younger voters continue to exhibit greater electoral fluidity and uncertainty than older voters.

The evidence further suggests that perceptions of economic wellbeing, satisfaction with current conditions, and assessments of the country's direction play a central role in shaping electoral behaviour.

While the NPP currently occupies a stronger electoral position, the presence of undecided voters, regional shifts in political momentum, and widespread economic concerns suggest that Ghana's political environment remains competitive and dynamic.

The June 2026 Africa Policy Lens National Voter Preference and Electoral Behaviour

Survey provides important insights into the evolving dynamics of Ghanaian public opinion. The findings suggest that current political preferences are shaped not only by partisan loyalties but also by citizens' evaluations of economic conditions, personal wellbeing, and the overall direction of the country. Across all three statistical models, perceptions of national direction and economic wellbeing consistently emerge as the strongest determinants of political behaviour, suggesting that performance evaluations remain central to electoral decision-making in Ghana.

Although the findings reflect the views of respondents who voluntarily participated in the survey, they offer valuable evidence regarding the attitudes, motivations, and concerns shaping contemporary electoral behaviour in Ghana. Continued tracking of these indicators over time will provide an increasingly robust basis for understanding shifts in public opinion and electoral competition.

# Appendix A

## Annex A. Summary of Statistical Models

Model	Observations	Statistic	Value
Binary Logistic Regression	5,599	Pseudo R <sup>2</sup>	0.774
Binary Logistic Regression	5,599	Wald <sup>2</sup>	1,394.69
Multinomial Logistic Regression	6,483	Pseudo R <sup>2</sup>	0.571
Multinomial Logistic Regression	6,483	Wald <sup>2</sup>	17,787.59

## **About the Publisher: Africa Policy Lens (APL)**

Africa Policy Lens (APL) is an independent Ghana-based public policy think tank and research organisation committed to advancing evidence-based policymaking, democratic accountability, and sustainable development across Africa. Headquartered in Accra, APL works at the intersection of research, governance, economics, and public engagement, generating data-driven insights to support informed decision-making and institutional reform.

APL's work focuses on key thematic areas including governance and democratic accountability, economic policy, public finance, livelihoods and wellbeing, institutional trust, electoral analysis, and inclusive development. Through rigorous research and stakeholder engagement, APL seeks to strengthen transparency, improve public accountability, and contribute to sustainable socioeconomic transformation.

Africa Policy Lens is recognised for developing innovative citizen-centered policy assessment tools that provide practical insights into governance and economic conditions. APL's flagship initiatives include the Ghana Wellbeing Tracker, which assesses household economic wellbeing, livelihood security, and financial resilience, the Governance and Trust Barometer, which evaluates citizen perceptions of governance performance and trust in public institutions; and election-related polls. These initiatives are designed to provide policymakers, development partners, civil society organisations, and researchers with actionable evidence to inform policy formulation and national development planning.

APL adopts a multidisciplinary and collaborative approach, bringing together academics, policy experts, development practitioners, and public institutions to address emerging policy challenges. Through technical reports, policy dialogues, stakeholder engagements, and public education initiatives, APL contributes to national and regional conversations on governance reform, economic resilience, and institutional effectiveness.

Guided by the belief that sustainable development depends on credible evidence, informed public dialogue, and accountable governance, Africa Policy Lens continues to serve as a platform for innovative research and impactful policy engagement in Ghana and across Africa.

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